

To all whom it may concern:

Be it known that I, August L. Stemmer, of Novato, in the County of Marin and the State of California of the United States of America have invented a more effective method for persuading others in order to achieve a specific action, of the party of the first part as requested from the party of the second part, by using electronic means of communication between the two parties. Its title is: The open letter electronic influencing intercommunication system and it is known by the name: Open Letters.

The nature of my invention consists of the use of a software program, in part written in the HTML programming language. It can be called up on the users browser thru the use of a URL referencing the name in the form: <http://www.Open-Letters.com>. Once this program has entered the user's computer, by way of his browser, it immediately gives the user access to the internet so that he or she can publish letters or other material without his or her having to make their own Web publishing arrangements because the Open Letters system both stores the material and does the publication over the internet through the use of its computer servers.

Up to this point, the method of the system process would be no different than any of the other computer systems used for enlightenment and or enticement of the public over the internet; however the Open Letters system then takes this, here-to-fore well known, process one step further in order to enhance the effectiveness and capability of achieving influential communication through the use of what now commonly is termed interactive computing. Its novelty lies in the fact that, although open letters have been published in newspapers and the like, this concept has not been used as a central clearing mechanism through the vastly larger medium of internet communication thereby reaching many more individuals who can be persuaded by the content of the communication from the party of the second part to the party of the first part, thus having a greater influence in order to achieve a desired response from the party of the first part.

An example of the mechanism of action is as follows:

Through the use of otherwise well know interactive programming techniques the user is able to search the data base and or the internet at large to find various selective meaningful data which can be used to take part in the process that he or she wishes to use in order to influence another individual or entity which is to be 'effected', in a business nature or in any other manner. Having arrived at his or her desired information through computer selection, the user activates his or her wishes in the system -often after detailed research within the system and through the internet at large. The system then itself in turn, through its unique use of well known interactive programming techniques and or conventional methods of communication such as email or regular mail, makes the individual or entity who is to be influenced, aware that the user, through the use of this ever increasing method of providing general knowledge and exposure to the public, because of the meaning of the 'open letters' concept being already generally known to the public, will expect the response that he or she seeks or else the entity to be effected will risk suffering the moral if not monetary disapproval of the public at large as a result of broad internet publication if the desired response is not obtained.

A simplified example of this mechanism in action would be that the user has had some difficulty with an employee of a large corporation and after researching the system's data

base to arrive at the necessary email address of the corporation that he wishes to effect and after recognizing other similar problems that were previously stored in the system and which have already effected other users, he makes the corporation aware of the information and data that he might otherwise not have had readily at hand and then fashions an initial primary communication or a secondary communication, now under the Open Letters name to the corporation, requesting that certain desired action be remedially taken by the corporation . Else if the desired response is not forthcoming the system will make the entire file available for general public scrutiny over the internet as well as by conventional means. Likewise the effected corporation (party of the first part) is given the right automatically by the system too publish, at the same level of importance and edification, its reply to the user (party of the second part) before there is any general publication of transmits from both parties in order to avoid any favoritism that might be otherwise shown by the system.

Both user and effected individual can be charged a fee for the use of this method in the form of a service fee, again through conventional or commonly known interactive computer methods, but the system's method does not depend upon the incorporation of a charge as its vital force of action rather it depends on the power of the internet to motivate an action which can often be accomplished through implication alone.

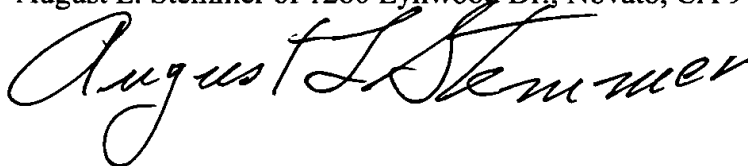
As the inventor of this process and method I make the following claims:

1. To the uniqueness and novelty of this system to accomplish more effectively and capably of what here-to-fore has been accomplished through the printed word in newspapers and the like -faster and easier through the speed of computing and across the internet.
2. To the uniqueness and novelty of this system to accomplish more effectively and capably of what here-to-fore has been accomplished through the printed word in newspapers and the like -better as a result of the wider dissemination of the users communication through the use of the internet and its consequent greater moral and economic importance.
3. To the uniqueness and novelty of this system to accomplish more effectively and capably of what here-to-fore has been accomplished through the printed word in newspapers and the like -more influentially through the users ability to search a large data base owned by either the inventor's system and or by such common search methods of the internet as Google or Yahoo thereby also being able to immediately apply the gleaned information to his or her personal use in the communication process to a larger potential audience if the desired response is not forthcoming.

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Inventor:

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A handwritten signature in cursive script that reads "August L. Stemmer". The signature is written in black ink and is positioned below the printed name of the inventor.